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30.10.1998 US 183249(71) Applicant: Sarnoff Corporation
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(54) Information distribution system

(57) A method for multiplexing and demultiplexing commercial and program material within the context of, e.g., an MPEG1 or MPEG2 information distribution system. A system employing the method provides either a single terrestrial broadcast channel or a "virtual head-end" as part of an uplink site which encodes advertising materials, associates the advertising material with "tags" indicative of demographic or content categorisation affinity, and provides the tagged advertising material, along with program material to one or more information consumers.

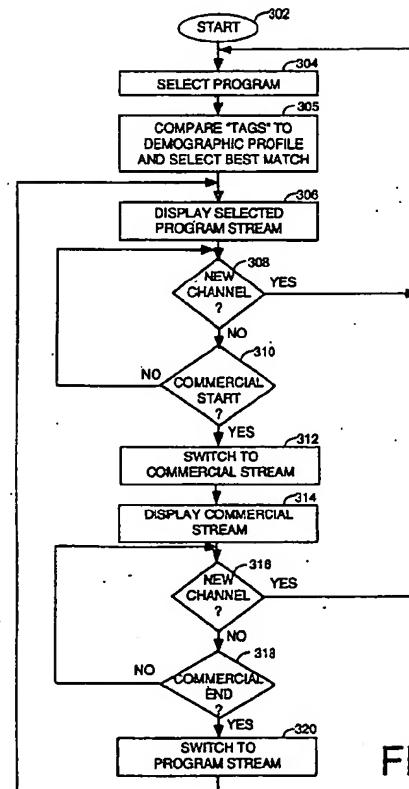


FIG. 3

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Place of search	Date of completion of the search	Examiner	
THE HAGUE	14 September 2000	Beaudet, J	
CATEGORY OF CITED DOCUMENTS		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons A : member of the same patent family, corresponding document	
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